

FARMERSVILLE COMMUNITY DEVELOPMENT CORPORATION
Special Joint Meeting
Minutes October 9, 2010

The Farmersville Community Development Corporation met in a special joint session on October 9, 2010 at the City Hall Council Chambers with the following board members present: George Crump, Jim Dawkins, Loydell Seward, Alicia Wisdom, and Diane Piwko.

Other invitees were the Farmersville City Council, Farmersville Economic Development Corporation, Farmersville Community Development Corporation, Farmersville Marketing Committee, and Farmersville Chamber of Commerce Board.

CALL TO ORDER

4B Chairman Crump convened the meeting at 9:05 AM and announced that a quorum was present after roll call by Edie Sims.

RECOGNITION OF ATTENDEES

Chairman Crump served as facilitator for the meeting, and welcomed those who were present (in addition to the 4B members): Main Street Manager Adah Leah Wolf, City Secretary Edie Sims, Mayor Joe Helmberger, City Manager John Moran, Paul Kelly, Jim Foy, Chris Lair, Cynthia Clark, Terri Lowe, Marianne Politz, Randal Shinn, and Doug Laube.

STATED OBJECTIVE

Crump reviewed the stated objective for the meeting: A special planning meeting regarding economic development: to increase business in the City of Farmersville through business growth and retention.

REVIEW AND DISCUSS THE MISSION STATEMENT AND CURRENT GOALS OF EACH PARTICIPATING ENTITY

INVENTORY OF CITY ASSETS

- Downtown area
- Small town feel – responsible growth – sense of community
- Historical footprint
- Location – widening of 380/78/railroad/Outer Loop/ possible location for Intermodal inland port?
- Maintain core and work out
- Schools, churches, parks (Southlake, Chaparral Trail)
- Little league
- Spain Complex
- Civic Center, Best Center
- Library
- Senior Citizen Center
- PEOPLE – friendly
- Lake Lavon
- Open Space and nature
- Events
- Riding Arena

PARKS DETAIL

- South Lake

- North Lake
- Sister Grove
- Chaparral Trail
- Spain Athletic Complex
- City Park – includes the Onion Shed
- Splash Pad
- Prairie Park Land
- Civic Center

WEAKNESSES

- City and School Events – Capture school spirit throughout town
- 380 corridor needs beautification
- Code enforcement
- Need of roof tops
- Infrastructure needs
- Lack of comprehensive master plan – requiring updating and need as a living document
- Highway 78 – 4 lane highway
- College in sight
- Lack of lodging and housing
- Lack of money in town – household income

CONCLUDING COMMENTS AND DISCUSSION

SHORT TERM GOALS

- Trails – Create committee to meet with Paris for the development of the trail
- Basic Economic Development courses
- Enforcing Codes
- Sign on 380 (prefer Digital)
- Town Spirit
- Working together as a collective group & include school district
- Focus on Christmas/ shop local
- Brown signage on highways indicating historical
- Newsletter
- Coordination of volunteer recognition
- Entrance walls to city
- Announcements on utility bills

LONG TERM GOALS

- 380 Corridor aesthetics
- Strategic plan – what the city is to look like
- Incentive strategy
- Long term strategy for master plan
- Trail development
- Representative on college board
- Strategic planning for economic incentives

ADJOURN

On a motion to adjourn by Jim Dawkins, seconded by Alicia Wisdom, the meeting adjourned at 11:14 AM.
Next follow up planning meeting to be held Saturday, November 13, 8-10 AM

George Crump, President

ATTEST:

Loydell Seward, Secretary